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Filing date: **12/10/2012**

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE  
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

Proceeding	91178682
Party	Plaintiff Franciscan Vineyards, Inc.
Correspondence Address	STEPHEN L BAKER BAKER AND RANNELLS PA 575 ROUTE 28, SUITE 102 RARITAN, NJ 08869 UNITED STATES jmr@br-tmlaw.com, officeactions@br-tmlaw.com, k.hnasko@br-tmlaw.com
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Signature	/John Rannells/
Date	12/10/2012
Attachments	Fonseca Test Transcript w Exs 1-4.pdf ( 65 pages )(2589704 bytes )

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE  
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

-----X  
Franciscan Vineyards, Inc.

Opposer

Mark: DOMAINE PINNACLE and  
design

v.

Opposition No. 91178682

Serial No.: 78783236

Domaine Pinnacle, Inc.

Applicant

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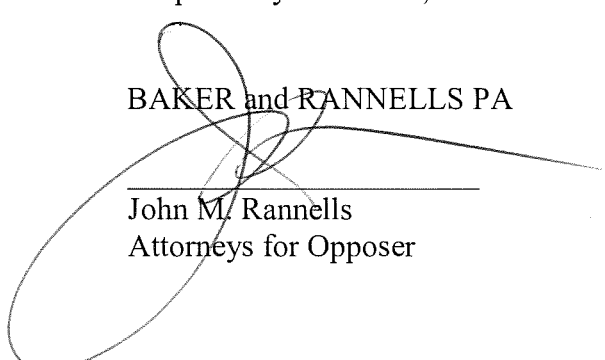
**COMBINED NOTICE OF FILING OF TESTIMONY TRANSCRIPT AND EXHIBITS  
and NOTICE OF SERVICE OF TRANSCRIPTS AND EXHIBITS**

Pursuant to 37 CFR 2.122(f) Opposer, Franciscan Vineyards, Inc., hereby files the trial testimony of Juan Fonseca, taken on November 14, 2012 along with the corresponding exhibits 1-8 (all attached hereto).

The undersigned hereby certifies that a copy of this document and the referenced testimony transcript and exhibits was served upon the Applicant this 10<sup>th</sup> day of December, 2012 via email (Charles@domainepinnacle.com) and via first class mail postage prepaid the following address: Charles Crawford, Domaines Pinnacle, Inc., 150 Richford Road, Frelighsburg, QC J0L 1C0, Canada.

Respectfully submitted,

BAKER and RANNELLS PA

  
\_\_\_\_\_  
John M. Rannells  
Attorneys for Opposer

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Raritan, New Jersey 08869  
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1 IN THE UNITED STATES PATENT AND TRADEMARK OFFICE  
2 BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD  
3  
4

5 FRANCISCAN VINEYARDS, INC.,

6 Opposer,

7 v.

8 DOMAINE PINNACLE, INC.,

9 Applicant.  
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**CERTIFIED  
TRANSCRIPT**

Opposition No.

91178682

14 DEPOSITION OF JUAN FONSECA  
15 San Francisco, California  
16 Wednesday, November 14, 2012  
17 Volume I  
18  
19  
20  
21

22 Reported By:

TAVIA A. MANNING

23 CSR No. 13294, RPR, CLR, CCRR

24 Job No. 1560617

25 PAGES 1 - 23

1           IN THE UNITED STATES PATENT AND TRADEMARK OFFICE  
2           BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

3           FRANCISCAN VINEYARDS, INC.,

4                   Opposer,

                                  Opposition No.

5           v.

                                  91178682

6           DOMAINE PINNACLE, INC.,

7                   Applicant.

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14                   Deposition of JUAN FONSECA, Volume I, taken on  
15           behalf of Secured Creditor at 1265 Battery Street, San  
16           Francisco, California, beginning at 10:22 a.m. and  
17           ending at 10:45 a.m. on Wednesday, November 14, 2012,  
18           before TAVIA A. MANNING, Certified Shorthand Reporter  
19           No. 13294, RPR, CLR, CCRR.

1 APPEARANCES:

2  
3 For Opposer FRANCISCAN VINEYARDS, INC.:  
4

5 BAKER AND RANNELLS, PA

6 BY: JOHN M. RANNELLS, ESQ.

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10 jmr@br-tmlaw.com  
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WITNESS

EXAMINATION

JUAN FONSECA

Volume I

BY MR. RANNELLS

7

EXHIBITS

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6

Exhibit 2 Opposer's Amended Pretrial  
Disclosures

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Exhibit 3 Printout from Domaine Pinnacle's  
Website

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Exhibit 4 Estancia Label Documents

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Exhibit 5 Copy of Photograph

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San Francisco, California  
Wednesday, November 14, 2012; 10:22 a.m.

(Deposition Exhibit Nos. 1 and 2 were premarked  
for identification.)

JUAN FONSECA,  
was duly sworn and testified as follows:

RANNELLS: This is a proceeding before the  
United States Trademark Trial and Appeal Board. It's  
Opposition Number 91178682, and it is entitled  
Franciscan Vineyards, Inc., versus Domaine, spelled  
D-O-M-A-I-N-E, Pinnacle, P-I-N-N-A-C-L-E, Inc.

We had initially noticed two individuals to be  
deposed today for their testimony and it appears that  
only Mr. Fonseca is going to be appearing. But we  
reserve the right to have Mr. Parra come in later.

I'm with the law firm of Baker & Rannells, PA,  
of Raritan, New Jersey. And we are the attorneys for  
the opposer, Franciscan Vineyards, Inc.

I spoke with and e-mailed the pro se defendant,  
Mr. Crawford, and he advised that he would not be  
attending this testimony deposition.

I asked if he had any objections. He did not

1 offer any. I asked via e-mail if he needed to  
2 reschedule, and he did not respond.

3 EXAMINATION

4 BY RANNELLS:

5 Q. Mr. Parra, I'm going to show you what's been  
6 marked --

7 A. Mr. Fonseca.

8 Q. Mr. Fonseca. What did I say?

9 A. Mr. Parra.

10 Q. Oh, Mr. Fonseca.

11 -- what's been marked as Plaintiff's Exhibit 1  
12 and ask you to review it.

13 A. Okay.

14 Q. Could you describe what it is?

15 A. This is a notice for my testimony here today.

16 Q. Okay. Thank you.

17 RANNELLS: And we premarked the next document,  
18 Plaintiff's Exhibit 2, and I'm just going to explain it  
19 on the record.

20 This is opposer Franciscan Vineyards, Inc.'s  
21 Amended Pretrial Disclosures. The original Pretrial  
22 Disclosure listed Christine Lilienthal as a person most  
23 knowledgeable and as the manager of the Estancia brand  
24 within Franciscan Vineyards, Inc.

25 She has since gone to work for Delicato

1 Vineyards. So the Amended Pretrial Disclosure  
2 identifies Mr. Fonseca and Alex Parra as the director of  
3 marketing and marketing manager respectively for  
4 Franciscan Vineyards, Inc. And the purpose of the  
5 Amended Pretrial Disclosure was to introduce and put  
6 Mr. Fonseca and Mr. Parra on the record.

7 BY RANNELLS:

8 Q. Mr. Fonseca, would you please describe by name  
9 and date your educational background.

10 A. Sure.

11 I went to Florida State University. I  
12 graduated in '99.

13 Q. All right. And what did you major in?

14 A. I was an economics major.

15 Q. And do you have any schooling after that?

16 A. No.

17 Q. And after you graduated from college, where did  
18 you -- where did you work?

19 A. I started employment after graduation with  
20 Ernest & Julio Gallo Winery, for which I was there 13  
21 years. And after that, joined Constellation, which was  
22 two months ago, where I started here.

23 Q. And with regard to Gallo, what was your title  
24 at Gallo?

25 A. My last title was senior marketing manager for

1 Canada.

2 Q. And what were your duties and responsibilities  
3 as senior -- as that for Gallo?

4 A. I was responsible for the strategic development  
5 and tactical implementation of our brand plans for the  
6 Canadian marketplace.

7 Q. Okay. Thank you.

8 And you said that you then came here to be  
9 employed by Constellation Brands.

10 And what is your title here?

11 A. Here I'm the director of marketing for Estancia  
12 and Mark West.

13 Q. And what are your duties and responsibilities  
14 here as director of marketing for Mark West and  
15 Estancia?

16 A. So development of the brand strategy and  
17 tactical implementation of the brand plans for those set  
18 brands in the United States.

19 Q. And are you in charge of advertising and  
20 promotional efforts?

21 A. Correct.

22 Q. Do you regularly get reports on sales and on  
23 advertising and media expenditures?

24 A. Yes.

25 Q. And you mentioned that you are hired by

1 Constellation Brands, Inc., the opposer in this action  
2 is Franciscan Vineyards, Inc.

3 Can you explain for us what the relationship is  
4 between Constellation Brands, Inc., and Franciscan  
5 Vineyards, Inc.?

6 A. Franciscan Vineyards, Inc., is a wholly owned  
7 subsidiary of Constellation.

8 Q. And you said that you're responsible for  
9 Estancia.

10 What is Estancia?

11 A. Estancia is a wine brand, which is within the  
12 portfolio of Constellation.

13 Q. Okay. And does Estancia have a physical  
14 location?

15 A. It does. We have vineyards and a winery in  
16 Soledad. And those consist of Stonewall Vineyard and  
17 Pinnacles Ranches Vineyard.

18 Q. Do you -- does Estancia own any vineyards  
19 outside of the Soledad area?

20 A. It does. Some in Paso Creek.

21 Q. And what's the name?

22 A. The Keyes Canyon Ranch.

23 Q. Mr. Fonseca, have you had an opportunity to  
24 review anything concerning the applicant in this  
25 proceeding, Domaine Pinnacle?

1 A. Yes.

2 Q. And what was that you reviewed?

3 A. Their website.

4 RANNELLS: Okay. I'll ask the reporter to mark  
5 next blanket exhibit as Plaintiff's Exhibit 3.

6 (Deposition Exhibit No. 3 was marked for  
7 identification.)

8 BY RANNELLS:

9 Q. Mr. Fonseca, would you take a moment to review  
10 what Exhibit 3 consists of?

11 A. This is a printout of Domaine Pinnacle's  
12 website.

13 Q. And based upon your review of their website,  
14 can you tell us what the main product is that they sell?

15 A. Iced wine.

16 Q. And based upon your review of that website, are  
17 there any other products sold by Domaine Pinnacle using  
18 the term "Pinnacle"?

19 A. No.

20 Q. Are you aware of any holdings of Constellation  
21 Brands for iced wine?

22 A. Yes.

23 Q. And what would those be?

24 A. Jackson Triggs and Inniskillin.

25 Q. And where are Jackson Triggs and Inniskillin

1 located?

2 A. In Canada.

3 Q. And are they well-known brands?

4 A. They're both very well-known brands. Jackson  
5 Triggs is Canada's largest wine brand. So they're  
6 very -- consumers in that marketplace are very familiar  
7 with them. Both brands have been around for a very long  
8 time.

9 Q. And, to your knowledge, does Constellation own  
10 any -- have any nonalcoholic beverage holdings?

11 A. Yes, a Canadian cider by the name of Growers.

12 Q. Thank you.

13 Have you had occasion to review various  
14 books/records, of Estancia and Franciscan Vineyards,  
15 Inc., with regard to the history of the Estancia brand  
16 and in particular its Pinnacles and Pinnacles Ranches  
17 trademarks?

18 A. Yes.

19 Q. And can you tell me, based upon that review of  
20 corporate records, when Estancia began its existence?

21 A. Estancia was introduced in the mid '80s.

22 Q. Okay. And with regard to the Pinnacle's  
23 trademark, do you know how far back use of the  
24 Pinnacle's trademark goes?

25 A. It believe it was owned by Paul Masson in the

1 early '70s and then sold to Vintners and then  
2 consequently was sold to FVI.

3 Q. "FVI" meaning Franciscan Vineyards, Inc.?

4 A. Correct.

5 RANNELLS: I'm going to ask the reporter to  
6 mark the next blanket exhibit, as Plaintiff's Exhibit 4.

7 (Deposition Exhibit No. 4 was marked for  
8 identification.)

9 BY RANNELLS:

10 Q. Mr. Fonseca, I'm showing you what's been marked  
11 as Plaintiff's Exhibit 4 and ask if you would just take  
12 a moment to review the pages within that exhibit.

13 A. (Witness reviewing document.)

14 Okay.

15 Q. And could you describe for us what that exhibit  
16 consists of?

17 A. Different iterations of the Estancia label over  
18 time referencing specifically the use of Pinnacles  
19 Ranches, Pinnacles over time.

20 Q. And based upon your review of the records of  
21 Estancia and Franciscan Vineyards, Inc., do you know if  
22 each of these labels that are depicted on Exhibit 4 have  
23 been used by Estancia on wines?

24 A. Yes, they have.

25 Q. Thank you.



1 I note that you have on the table here a bottle  
2 of Estancia wine.

3 Can you please describe for us -- I'm not going  
4 to mark this. I'm going to introduce a photograph in a  
5 moment.

6 But if you can describe for us what the bottle  
7 consists of.

8 A. We have a capsule at the top covering the cork  
9 closure. We have a front label in the front panel of  
10 the bottle, and on the reverse opposite side, a back  
11 label.

12 Q. Okay. And would you identify from the front  
13 label what the brand names are?

14 A. Estancia Pinnacles Ranches.

15 Q. And does the name "Pinnacles" appear any place  
16 else on the bottle?

17 A. On the capsule in a circular manner around.

18 Q. Is it a repeat pattern?

19 A. It is a -- yes.

20 Q. And does Pinnacle Ranches also appear on the  
21 back label?

22 A. Yes, it does.

23 Q. Okay. I'm going to ask the reporter to mark  
24 the next exhibit as Plaintiff's Exhibit 5.

25 (Deposition Exhibit No. 5 was marked for

1 identification.)

2 BY RANNELLS:

3 Q. Mr. Fonseca, the reporter has handed you  
4 Plaintiff's Exhibit 5.

5 Have you seen this document before?

6 A. Yes.

7 Q. And can you describe what it is?

8 A. This is a photograph of the Estancia bottle,  
9 front label, also showing the capsule at the top.

10 Q. And does the term "Pinnacles" and/or "Pinnacles  
11 Ranches" appear on the photograph?

12 A. Yes. "Pinnacles" is on the capsule and  
13 "Pinnacles Ranches" is on the front label.

14 Q. Other than the varietal and also the year, is  
15 this the same label as appears on the bottle before you?

16 A. Yes.

17 Q. Thank you.

18 As part of your duties you mentioned that you  
19 have responsibility over the advertising and promotion  
20 for the Estancia brand.

21 In what ways are the Estancia brand wines  
22 promoted and marketed?

23 A. Our primary marketing vehicle is the front  
24 label. In support of that, we have neck tags, shelf  
25 talkers, and feature cards.

1 Q. And as part of that do you promote and market  
2 not only the Estancia brand, but the sub brands that are  
3 owned by Estancia?

4 A. Yes.

5 Q. And what would those sub brands be?

6 A. So those would be in the case of our pinot  
7 noir, it comes from the Pinnacles Ranches.

8 In the case of our cabernet, it comes from  
9 Keyes Canyon Ranches.

10 We also have other pinot noirs that come from  
11 the Stonewall Vineyards.

12 RANNELLS: Okay. I'm going to ask the reporter  
13 to mark the next blanket exhibit as number six.

14 (Deposition Exhibit No. 6 was marked for  
15 identification.)

16 BY RANNELLS:

17 Q. Mr. Fonseca, the reporter has just handed you  
18 Plaintiff's Exhibit 6. If you would take a minute to  
19 review the pages within that exhibit.

20 A. Got it.

21 Q. Would you please describe for us what Exhibit 6  
22 consists of?

23 A. These are promotional materials, specifically  
24 neck tags, that go on the bottle in the store. By "in  
25 store" meaning at retail, whether they be grocery or

1 liquor outlets. And these neck tags speak to either  
2 instant rebates, mail-in rebates, or accolades that  
3 Estancia has won.

4 Q. Has Estancia won a number of accolades over the  
5 years?

6 A. Yes, it has.

7 Q. And are some of those reflected in the neck  
8 tags?

9 A. Yes, they are.

10 RANNELLS: We'll mark this Exhibit 7.

11 (Deposition Exhibit No. 7 was marked for  
12 identification.)

13 BY RANNELLS:

14 Q. Mr. Fonseca, the reporter has just handed you  
15 Exhibit 7.

16 Take a minute and review each of the pages  
17 there within the exhibit.

18 A. Okay.

19 Q. Would you please describe for me what that  
20 exhibit consists of.

21 A. These are sales sheets. These are provided to  
22 the sales team so they can eloquently speak to the  
23 brand, its benefits, its awards and characteristics,  
24 when selling Estancia at retail.

25 Q. And what are the sales sheets in general?

1           A. Sales sheets is basically a piece of paper that  
2 has information in terms of where the brand comes from,  
3 the accolades its won, were it's priced, how it's been  
4 trending in the marketplace.

5           Q. And these are provided to whom?

6           A. These are provided from marketing to the sales  
7 team and our distributors.

8           Q. Okay. Thank you.

9           How are Estancia wines sold?

10          A. Estancia wines are sold in the marketplace  
11 through various channels, and whether they be on premise  
12 or off premise -- "on premise" meaning restaurant, "off  
13 premise" meaning grocery, liquor, wholesale, club  
14 outlets.

15          Q. And does it follow the standard three-tier  
16 structure?

17          A. It does.

18          Q. And would you please describe what that  
19 consists of?

20          A. So supplier being Constellation or FVI, then  
21 sales of product to our distributor network, who then in  
22 turn sells that product to the retail outlets.

23          Q. Or restaurants?

24          A. Or restaurants.

25          Q. And do you know how long the Pinnacles mark has

1       been in existence?

2           A.   The pinnacles mark has been in existence since  
3       the '70s.

4           Q.   And has, to your knowledge, since Franciscan  
5       purchased it, have sales been continuous in using the  
6       Pinnacles and/or Pinnacles Ranches and/or Pinnacles  
7       Vineyards marks?

8           A.   Yes.

9           Q.   And have sales been -- strike that.

10               (Deposition Exhibit No. 8 was marked for  
11               identification.)

12       BY RANNELLS:

13           Q.   Mr. Fonseca, the reporter has just handed you  
14       Plaintiff's Exhibit 8, which -- just look over the four  
15       pages of documents.

16               Have you seen these documents before?

17           A.   Yes.

18           Q.   And could you describe what they represent?

19           A.   Wholesale annual sales in dollars. Also,  
20       annual sales in cases, and budgetary figures related to  
21       our marketing expenditures.

22           Q.   And what years do they cover?

23           A.   From 2001 through 2012.

24           Q.   And I note that -- and I will state for the  
25       record that the first two pages of this exhibit were

1 figures that appeared on interrogatories in another  
2 case.

3 Mr. Fonseca, have you had an opportunity to  
4 review each of these figures for both annual sales and  
5 dollars, annual sales in units, and annual advertising  
6 and promotional costs?

7 A. Yes, they are all accurate.

8 Q. Okay. Based upon your review of the books and  
9 records of Franciscan, these figures are all accurate?

10 A. Correct.

11 Q. Okay. Thank you.

12 RANNELLS: Off the record.

13 (Pause in the proceedings.)

14 BY RANNELLS:

15 Q. Mr. Fonseca, to your knowledge, what does the  
16 term "estancia" mean?

17 A. "Estancia" comes from the Spanish word  
18 "estate."

19 Q. And do you know what the term "ranches" means?

20 A. Yes. It's a place where livestock/crops are  
21 grown and it could include grapes.

22 Q. And, to your knowledge, what does the term  
23 "domaine," spelled D-O-M-A-I-N-E or within a S on the  
24 end, what does that mean when used in an association  
25 with wine, especially French wines?

1 A. It means property or estate.

2 Q. And the word "pinnacles" what does that convey?

3 In your opinion what does the term "pinnacles"  
4 convey to the consumer?

5 A. The top, the peak, the best.

6 RANNELLS: I have no more questions.

7 Thank you.

8 (Time noted: 10:45 a.m.)

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I, JUAN FONSECA, do hereby declare under penalty of perjury that I have read the foregoing transcript; that I have made any corrections as appear noted, in ink, initialed by me, or attached hereto; that my testimony as contained herein, as corrected, is true and correct.

EXECUTED this \_\_\_\_\_ day of \_\_\_\_\_,  
2012, \_\_\_\_\_ at  
\_\_\_\_\_, \_\_\_\_\_.  
(City) (State)

\_\_\_\_\_  
JUAN FONSECA  
Volume I

1  
2  
3 I, the undersigned, a Certified Shorthand  
4 Reporter of the State of California, do hereby certify:

5 That the foregoing proceedings were taken  
6 before me at the time and place herein set forth; that  
7 any witnesses in the foregoing proceedings, prior to  
8 testifying, were placed under oath; that a verbatim  
9 record of the proceedings was made by me using machine  
10 shorthand which was thereafter transcribed under my  
11 direction; further, that the foregoing is an accurate  
12 transcription thereof.

13 I further certify that I am neither  
14 financially interested in the action nor a relative or  
15 employee of any attorney of any of the parties.

16 IN WITNESS WHEREOF, I have this date  
17 subscribed my name.

18  
19 Dated: 11/16/12  
20

21  
22   
23 TAVIA A. MANNING  
CSR No. 13294, RPR, CLR

## INSTRUCTIONS FOR READING/CORRECTING YOUR DEPOSITION

To assist you in making corrections to your deposition testimony, please follow the directions below. If additional pages are necessary, please furnish them and attach the pages to the back of the errata sheet.

This is the final version of your deposition transcript.

Please read it carefully. If you find any errors or changes you wish to make, insert the corrections on the errata sheet beside the page and line numbers.

If you are in possession of the original transcript, do NOT make any changes directly on the transcript.

Do NOT change any of the questions.

After completing your review, please sign the last page of the errata sheet, above the designated "Signature" line.

### ERRATA SHEET

Page      Line

11      15

Change: from "Iced wine." to "Ice wine."

Reason: Reporter error

11      21

Change: from "iced wine" to "ice wine"

Reason: Reporter error

12      10

Change: from "nonalcoholic" to "low alcoholic"

Reason: Reporter error

20      4

Change: from "and" to "in" at end of line

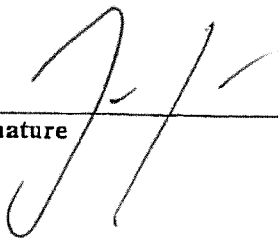
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\_\_\_\_\_ Subject to the above changes, I certify that the transcript is true and correct.

\_\_\_\_\_ No changes have been made. I certify that the transcript is true and correct.

Signature



Date

12-7-12

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE  
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

-----X  
Fransican Vineyards, Inc.

Opposer

Mark: DOMAINE PINNACLE and  
design

v.

Opposition No. 91178682

Serial No.: 78783236

Domaine Pinnacle, Inc.

Applicant  
-----X

**AMENDED NOTICE OF TAKING TESTIMONY  
PURSUANT TO 37 CFR SECTION 2.123**

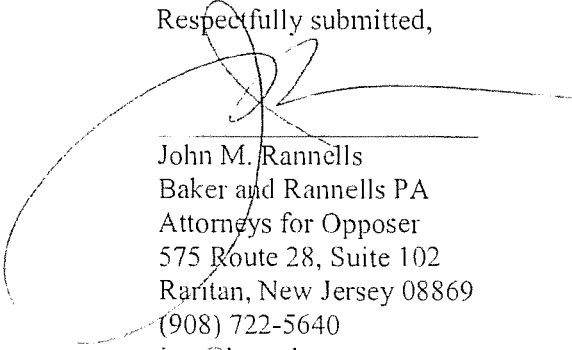
PLEASE TAKE NOTICE that on November 14, 2012, beginning at 2:00 p.m., at the offices of Constellation Brands U.S. Operations, Inc. at 1265 Battery St., San Francisco, CA 94111 (4<sup>th</sup> Floor), testimony will be taken on behalf of Opposer in the above-captioned opposition proceeding, pursuant to the Rules of Practice in Trademark Cases, before a Notary Public or some other person authorized by law to administer oaths, of the following witness:

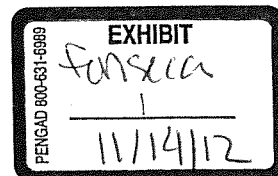
Juan Fonseca  
Marketing Director for Mark West and Estancia brands, Constellation Brands, Inc.

The oral examination will continue from day-to-day until completed. You are invited to attend and cross-examine.

Respectfully submitted,

Dated: October 25, 2012

  
\_\_\_\_\_  
John M. Rannells  
Baker and Rannells PA  
Attorneys for Opposer  
575 Route 28, Suite 102  
Raritan, New Jersey 08869  
(908) 722-5640  
jmr@br-tmlaw.com

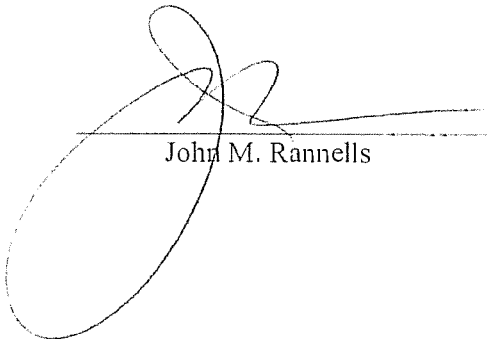


**CERTIFICATE OF SERVICE**

The undersigned hereby certifies that a true and correct copy of the foregoing Amended Notice of Taking Testimony of Juan Fonseca was served via first class mail, postage prepaid, this 26<sup>th</sup> day of October, 2012 and via email (i.e., Charles@domainepinnacle.com) upon Applicant at the following address of record:

Charles Crawford  
DOMAINES PINNACLE INC  
150 RICHFORD ROAD  
FRELIGHTSBURG, QC J0L 1C0  
CANADA

DATED: October 26, 2012



John M. Rannells

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE  
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

-----X  
Fransican Vineyards, Inc.

Opposer

Mark: DOMAINE PINNACLE  
and design

v.

Opposition No. 91178682

Serial No.: 78783236

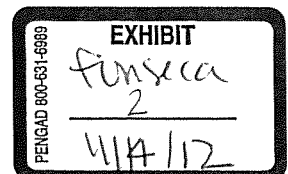
Domaine Pinnacle, Inc.

Applicant

-----X

**OPPOSER'S AMENDED PRETRIAL DISCLOSURES**

Opposer, Franciscan Vineyards, Inc. ("FVI"), by and through its attorneys Baker and Rannells, PA, hereby makes its Amended Pretrial Disclosures as required by Trademark Rule §2.121 and Fed. R. Civ. P. 26(a)(3). The initial disclosures were made in December of 2009. Since then, Christine Lilienthal, Marketing Manager for, *inter alia*, the Estancia division of Opposer is no longer employed by Opposer, its parent company or other related division. The persons taking over her position are Juan Fonseca (marketing director for, *inter alia*, FVI's Estancia division) and Alex Parra (marketing manager for, *inter alia*, FVI's Estancia division). In addition thereto, and in order to assist in scheduling testimony deposition of a corporate office of Opposer and/or its parent company, Opposer adds Lou Applebaum (Senior Vice President Strategy & Business Development, Constellation Brands, Inc.) in the event of Mr. Fondiller's inaccessability during testimony.



## **GENERAL MATTERS**

By identifying certain individuals and categories of documents, FVI does not waive or intend to waive, but on the contrary preserves and intends to preserve, all information and documents that are subject to the attorney-client privilege, the work product doctrine and any other privilege available under federal or state statutory, constitutional or common law.

## **PRETRIAL DISCLOSURES**

Per F. R. Civ. P. 26(a)(3)(A)(i):

The name, address and telephone number of each witness who may testify:

Ron Fondiller  
Senior Vice President, General Counsel and Secretary of Opposer  
And Assistant Secretary of Constellation Brands, Inc. (Opposer's Parent)  
Constellation Wines US  
235 North Bloomfield Road  
Canandaigua, NY 14424  
Phone: 585-396-7182

Juan Fonseca  
Marketing director for, *inter alia*, FVI's Estancia division  
1265 Battery St.  
San Francisco, CA 94111 (4<sup>th</sup> Floor)  
c/o Baker and Rannells PA 908-722-5640

Alex Parra  
Marketing manager for, *inter alia*, FVI's Estancia division  
1265 Battery St.  
San Francisco, CA 94111 (4<sup>th</sup> Floor)  
c/o Baker and Rannells PA 908-722-5640

Charles Crawford  
Domaines Pinnacle  
150, chemin Richford  
Frelighsburg Quebec  
Canada JOJ 1CO



Lou Applebaum  
Senior Vice President Strategy & Business Development, Constellation Brands, Inc.  
207 High Point Drive  
Victor, N.Y. 14564  
c/o Baker and Rannells PA 908-722-5640

Subjects on which witnesses Fondiller, Parra, Fonseca and Applebaum are expected to testify:

The strength, history and use of FVI's PINNACLES and variation trademarks;

Opposer's product line;

Sales of Opposer's PINNACLES wine products;

Advertising and promotion of Opposer's PINNACLES wine products;

Opposer's PINNACLES wine products on the Internet;

Opposer's logos and use of images on its advertising and promotional material;

The history and continuous use of the PINNACLES mark.

Alcoholic and non-alcoholic beverages originating from the same source.

Trademark, brand and related holdings of Opposer and its parent company.

Knowledge of products sold and offered for sale by Applicant.

Subjects on which witness Crawford is expected to testify:

Applicant's use of the applied for mark, Applicant's product line, the sale of all products sold by Applicant bearing the applied for mark, channels of trade through which the products are sold and are intended to be sold, target consumers for the produces, and advertising and promotional materials bearing the mark.

Types of documents which may be introduced as Exhibits during witnesses testimonies:

Certified copies of Opposer's PINNACLES and PINNACLES RANCHES U.S. trademark registrations.

Documents (including without limitation U.S. trademark applications and registrations) evidencing alcoholic and non-alcoholic beverages in the same application/registration from single sources.

Photographic images depicting Opposer's use of its PINNACLES marks on products.

Documents evidencing Opposer's promotion and sale of its products.

Photographic images (or samples) of Opposer's PINNACLES products and the presentation of same.

Copies of web pages that appear on Opposer's and its parent's web sites.

Sales and advertising reports of Opposer.

Opposer's corporate business and historical records (including without limitation the business and historical records of Opposer's Estancia Winery division.

Dated: November 12, 2012

By: 

John M. Rannells  
BAKER and RANNELLS, PA  
575 Route 28, Suite 102  
Raritan, New Jersey 08869  
(908) 722-5640  
jmr@br-tmlaw.com  
Attorneys for Opposer  
Franciscan Vineyards, Inc.

#### CERTIFICATE OF SERVICE

I hereby certify that a copy of the foregoing Opposer's Amended Pretrial Disclosures in re: Franciscan Vineyards, Inc. v. Domaine Pinnacle, Inc., Opp. No.91178682, was served on Applicant (appearing pro se), this 12<sup>th</sup> day of November 2012, by sending same via email (Charles@domainepinnacle.com) and via First Class Mail, postage prepaid, to:

Charles Crawford  
Domaine Pinnacle  
150, chemin Richford  
Frelighsburg Quebec  
Canada JOJ 1CO

  
John M. Rannells



## Welcome

Domaine Pinnacle is a family-owned orchard and cidery, dedicated to creating the world's best [Ice Apple Wine](#).

Acclaimed by wine critics, chefs and sommeliers, Domaine Pinnacle Ice Apple Wine is truly an outstanding taste experience! We invite you to discover our estate-produced, one-of-a-kind, premium product line and to visit our orchard and cidery located on the southern slopes of Pinnacle Mountain in the Eastern Townships of Quebec, Canada.

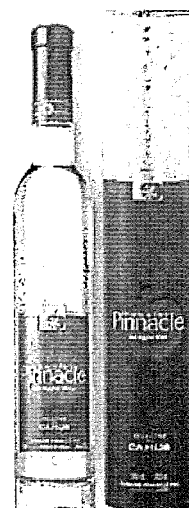
If you would like to receive occasional information on Domaine Pinnacle products and events, please [click here](#) to subscribe to our newsletter.

### Latest News

- [June 12, 2012 - Domaine Pinnacle's Ungava Canadian Premium Gin Receives 'Excellent' Scores at Ultimate Cocktail Challenge](#)
- [June 12, 2012 - Beverage Tasting Institute Awards Domaine Pinnacle Ice Apple Wine a 93-Point Ranking](#)
- [March 27, 2012 - Domaine Pinnacle Wins Double Gold Medal at Finger Lakes International Wine Competition](#)
- [January 31, 2012 - Domaine Pinnacle Wins Four Medals at the Wine Access 2011 Canadian Wine Annual](#)

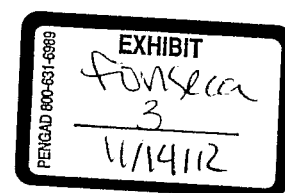
"...the best cider  
in Canada..."

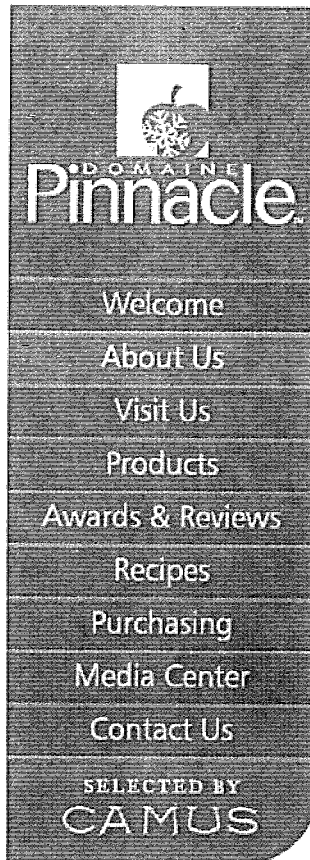
Gord Stimmell  
Toronto Star



**Scottmark**  
communications  
Website design & development

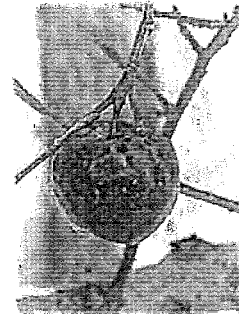
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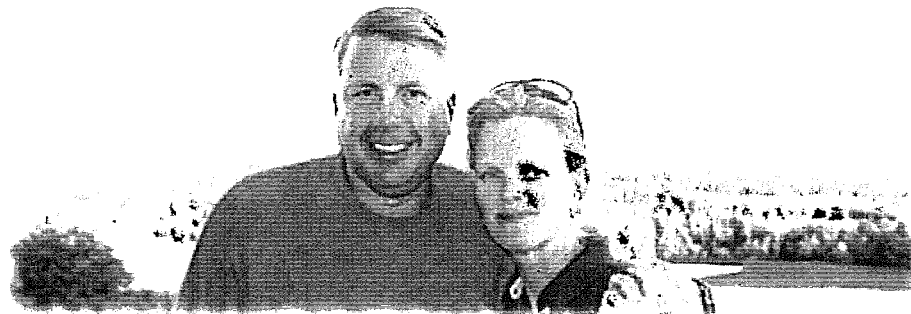


Domaine Pinnacle is a family-owned orchard and cidery located on a beautiful heritage property near the historic village of Frelighsburg in the Eastern Townships of Quebec, Canada.

Our bountiful 430-acre apple orchard, perched on the southern slopes of Pinnacle Mountain, provides the essential ingredient for our unique offering of fine regional products. Located on the 45th parallel - the same latitude as the world's renowned winegrowing regions - the south-facing orchards benefit from a microclimate that is particularly well suited for apple production. Ideal summer growing conditions coupled with our intensely cold Quebec winters make the creation of ice apple wine possible. All Pinnacle products are made with care and fine attention to detail by our dedicated, multidisciplinary team.



Domaine Pinnacle is owned by Susan and Charles Crawford, *urban refugees*, who make the estate the full-time home for their family.



## History

In 1859, the charming farmhouse that stands on the Domaine Pinnacle property was built. Its distinguishing feature is an octagonal rooftop lookout turret that was apparently used to keep a watch on the nearby Vermont border. Local residents claim that, in its first years, the house served as a stop on the famous "Underground Railroad" providing a safe haven for slaves seeking freedom. Many years later, it became a convenient meeting place for bootleggers during the Prohibition era.



The estate's apple orchards, some of the first in Frelighsburg, were planted nearly a century ago, but it wasn't until 2000 that Domaine Pinnacle created its very first ice apple wine. In the short time since, Pinnacle has taken its place among the finest producers, winning dozens of gold medals at prestigious international wine competitions.

## Pinnacle Mountain

Originally occupied by the Abenaki tribe, Pinnacle Mountain is the only truly undeveloped mountain in Quebec within a 90-minute radius of Montreal. Known by generations of locals simply as "The



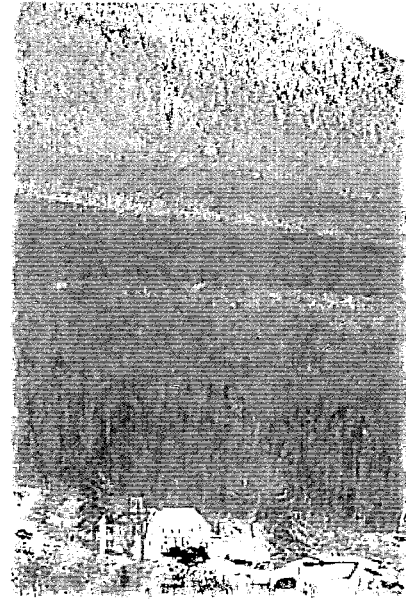
Pinnacle" (elevation 712 m / 2,336 ft.), it is a refuge for a wide variety of wildlife, including many rare species. The Pinnacle, an isolated peak in the Sutton Mountains, overlooks the picturesque village of Frelighsburg as well as the spectacular ranges of the Green Mountains of Vermont and the Adirondacks of New York State. This incredible setting and its breathtaking views can be enjoyed from the Domaine Pinnacle property, located on the southern slopes of this pristine mountain paradise.

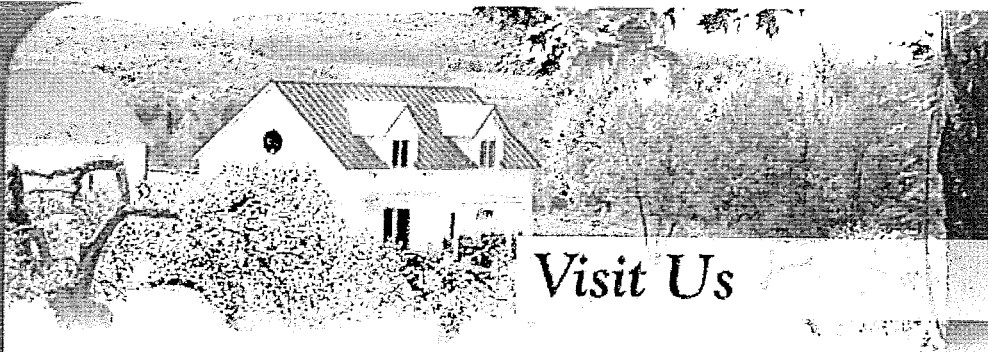
### Village of Frelighsburg

Domaine Pinnacle is located just 5 km from the quaint village of Frelighsburg, a classic Loyalist settlement that blends historic charm with a vibrant and active community. Named one of "The Most Beautiful Villages in Quebec," Frelighsburg is nestled in a verdant valley on the Pike River and is home to a rich heritage that preserves many historic buildings and traditions.

The village was settled in the 1790s by American Loyalists, including Abram Freligh, a physician of Dutch origin, who moved from New York State and gave his name to the village upon acquiring the sawmill. The mill built by his son, Richard, in 1839 at the river's edge is a registered historic monument, along with several other buildings. The Anglican (1880) and Catholic (1883) churches whose spires crown this jewel of a village, attest to the cultural diversity that remains an important part of its fabric to this day.

With a population of just over 1,100 residents, Frelighsburg attracts many artists and visitors for its natural beauty and charm. Nestled amongst apple orchards that cover its rolling hills in all directions, and in the shadow of Pinnacle Mountain, Frelighsburg remains as charming and seductive today as it was over 200 years ago.





Our tasting room and boutique includes all of our Ice Apple Wine products, which are available for tasting at no charge. The boutique also offers other estate-made and local gourmet food specialties. Tours of the property can be made by prior arrangement. The boutique is open to the public during the following hours:

January through April  
Open Fridays, Saturdays, & Sundays: 10 a.m. - 5 p.m.

May through December  
Open Weekdays: 10 a.m. - 5 p.m.  
Open Weekends: 10 a.m. - 6 p.m.

Closed Christmas Day and New Years Day

Please call ahead of time for group reservations

We are located in the Eastern Townships of Quebec, about one-hour south of Montreal or north of Burlington, Vermont and about 5 minutes from the village of Frelighsburg. Our address and telephone number are:

150 Richford Road  
Frelighsburg, Quebec  
Canada J0J 1C0

(450) 298-1226  
[boutique@domainepinnacle.com](mailto:boutique@domainepinnacle.com)

## Maps and Driving Directions

[Click here to download a printable map \(Acrobat PDF File\) with driving directions from Montreal.](#)

[Click here to view an interactive map and get custom driving directions at MSN.](#)

### From Montreal (1 hour)

Champlain Bridge > Autoroute 10 east > Exit 68 > Route 139 south (Cowansville) > Route 202 west (Dunham) > Route 213 south (Frelighsburg) > Route 237 south > Left on ch. Richford to #150

### From Burlington, Vermont (1 hour)

Interstate 89 north > Canadian Border > Right on ch. St. Armand direction St. Armand > Frelighsburg > Right on Route 237 > Left on ch. Richford to #150

### From Quebec City (3 hours)

Autoroute 20 west > Autoroute 55 south > Autoroute 10 west > Exit 68 > Route 139 south (Cowansville) > Route 202 west (Dunham) > Route 213 south (Frelighsburg) > Route 237 south > Left on ch. Richford to #150

**From Ottawa (3 hours)**

Hwy 417 east > 40 east > 13 south > 20 east > Follow directions from Montreal

**From Boston (4 1/2 hours)**

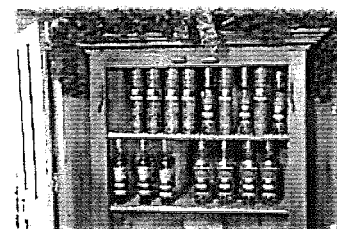
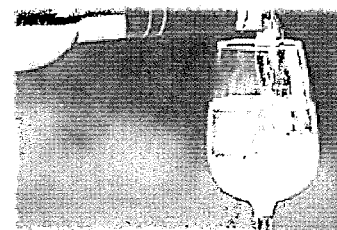
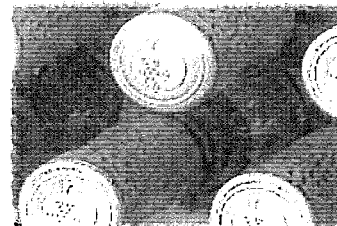
Interstate 93 > Interstate 89 > Follow directions from Burlington, Vermont

**From Toronto (6 hours)**

Hwy 401 east > 20 east > Follow directions from Montreal


**From New York City (7 hours)**

Interstate 87 north > Canadian Border > Route 202 east (Stanbridge East) > Right on Route 237 (Frelighsburg) > Left on ch. Richford to #150



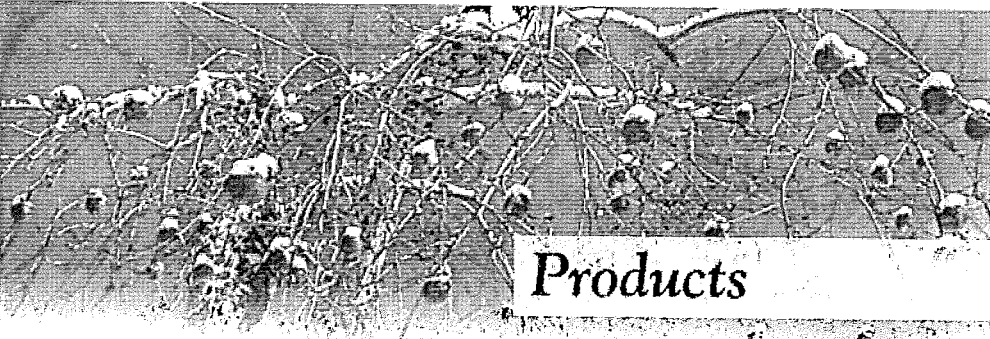
Domaine Pinnacle • 150 Richford Road, Frelighsburg, Quebec, Canada J0J 1C0 • T: 450 263 5835 • F: 450 263 6540  
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## Products

### Domaine Pinnacle Ice Apple Wine

Award-winning and critically-acclaimed, Pinnacle Ice Apple Wine is produced from a select blend of hand-picked apples, harvested after frost and extracted naturally over the winter months. The unique combination of ideal summer growing conditions and cold Canadian winters create a product like nothing else you have ever tasted!

Rich, golden and full-bodied in the glass, our Ice Apple Wine has an appealing mellow flavor and clean, distinct taste of apples that builds from its smooth, velvety start to its well-balanced, long-lasting finish.

#### Characteristics

- Stunning richness... over 80 apples used to produce each bottle!
- Incredible complexity... made from a blend of 6 varieties of apples
- Exceptionally balanced... fresh apple taste with sweet, smooth finish
- All natural... no additives whatsoever

#### Service

Due to product complexity, can be served on its own or as an exceptional complement to a variety of foods...

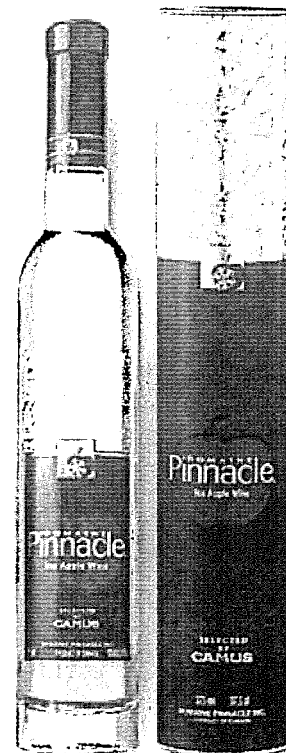
- as an apéritif
- with pâtés, game or poultry
- with spicy dishes
- with fine cheeses, particularly blue, goat, aged cheddar and brie
- with desserts, including of course, many apple-based classics
- on its own, as a digestif, to end a perfect meal!

For more service ideas, refer to our [Recipes](#) section.

**375 ml. 12.5% Alc./Vol.**

**SERVE WELL CHILLED (40-45°F)**

[Click here for printable Product Spec Sheet \(PDF file\).](#)



### Cabot Trail Maple Cream

John Cabot was the first European to discover Canada. During his trip, he came across a world full of richness, cultures and flavors. In honor of his adventurous spirit and discoveries, we are offering this cream liquor reflecting the best of Canada through the authentic taste of pure premium Canadian maple syrup blended with fresh cream.




#### Characteristics

- Made from pure premium Canadian maple syrup
- Using the freshest cream and a special mix of grain alcohol and rum
- Distinctive, natural maple syrup taste and aroma
- Authentic Canadian product
- Serve on ice, in cocktails, or to flavour coffee

**750 ml 15% alc./vol.**

[Click here for printable Product Spec Sheet \(PDF file\).](#)

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## Awards & Reviews

Domaine Pinnacle products have received more than a hundred prestigious awards and numerous accolades from reviewers around the world. Click the links below to see a sampling of our gold awards and reviews.

### Awards

- [2012 Gold Medals](#)
- [2011 Gold Medals](#)
- [2010 Gold Medals](#)
- [2009 Gold Medals](#)
- [2008 Gold Medals](#)
- [2007 Gold Medals](#)
- [2006 Gold Medals](#)
- [2004-2005 Gold Medals](#)




### Reviews

[Domaine Pinnacle Ice Apple Wine](#)

[Signature Special Reserve](#)

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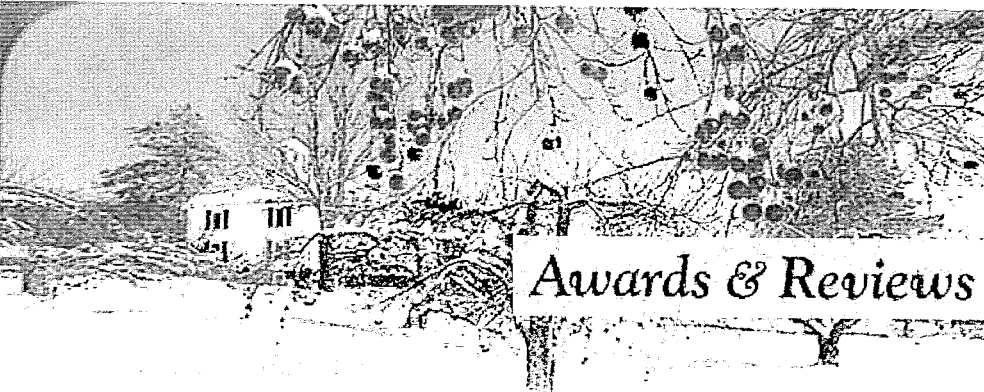
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## Awards & Reviews

Domaine Pinnacle products have received more than a hundred prestigious awards and numerous accolades from reviewers around the world. Click the links below to see a sampling of our gold awards and reviews.

### Awards

2012 Gold Medals

- Ice Apple Wine, *Mondial des Cidres de Glace*
- Sparkling Ice Apple Wine, *Prix du Public*
- Coureur des Bois Maple Cream, *Prix du Public*
- Coureur des Bois Apéritif Cider, *Prix du Public*
- Ice Apple Wine, *Coupe des Nations*
- Sparkling Ice Apple Wine, *Coupe des Nations*
- Coureur des Bois Maple Cream, *Coupe des Nations*
- Réserve 1859, *Coupe des Nations*
- Ice Apple Wine, Double Gold, *Finger Lakes International Wine Competition*
- Ice Apple Wine (Summit Selection), *Pacific Rim International Wine Competition*
- Réserve 1859, *Pacific Rim International Wine Competition*

2011 Gold Medals

2010 Gold Medals

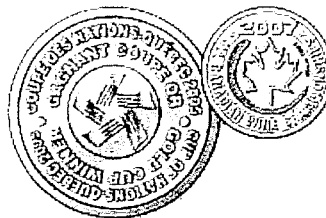
2009 Gold Medals

2008 Gold Medals

2007 Gold Medals

2006 Gold Medals

2004-2005 Gold Medals

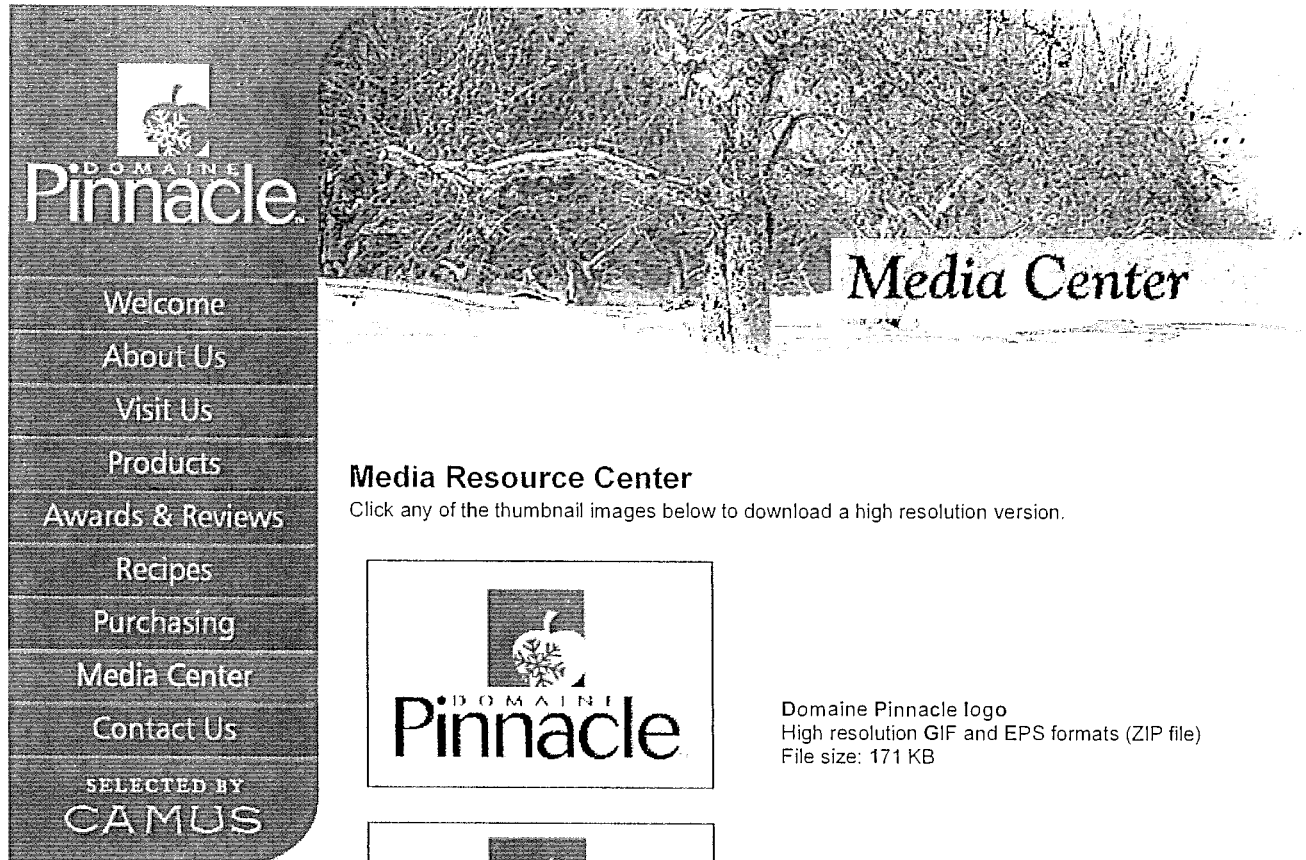


### Reviews

Domaine Pinnacle Ice Apple Wine

Signature Special Reserve

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## Media Resource Center

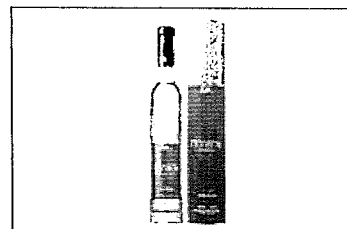
Click any of the thumbnail images below to download a high resolution version.



Domaine Pinnacle logo  
High resolution GIF and EPS formats (ZIP file)  
File size: 171 KB



Domaine Pinnacle Ice Apple Wine logo  
High resolution GIF and EPS formats (ZIP file)  
File size: 222 KB

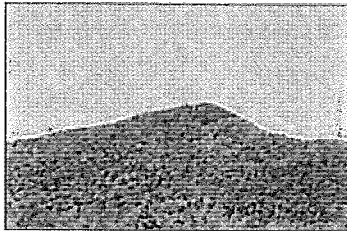
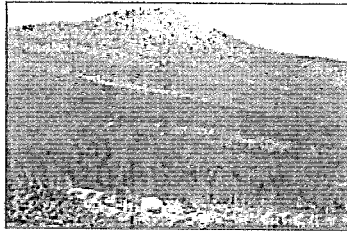


Product shot of Ice Apple Wine  
High resolution JPG file  
File size: 733 KB

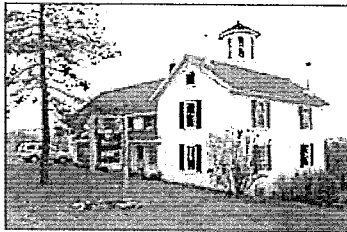


Charles Crawford  
Proprietor of Domaine Pinnacle  
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File size: 405 KB

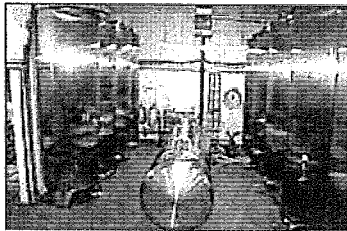
Domaine Pinnacle at  
base of Pinnacle Mountain  
High resolution JPG file  
File size: 746 KB



**Pinnacle Mountain in autumn**  
High resolution JPG file  
File size: 527 KB



**Domaine Pinnacle  
historic farm house & boutique**  
High resolution JPG file  
File size: 1.04 MB



**Cider/apple-wine fermentation tanks**  
High resolution JPG file  
File size: 691 KB

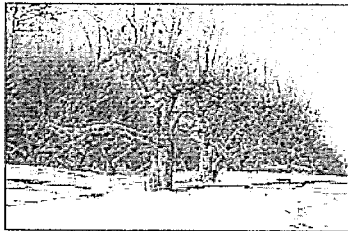
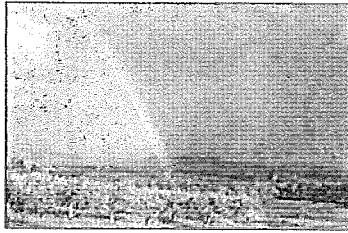


**Domaine Pinnacle sign in summer**  
High resolution JPG file  
File size: 1 MB



**Domaine Pinnacle sign in winter with orchard**  
High resolution JPG file  
File size: 586 KB

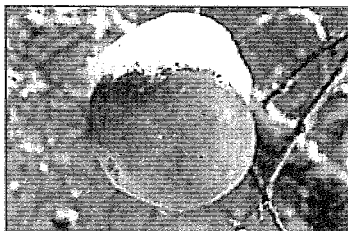
**Rainbow over Domaine Pinnacle orchard**  
High resolution JPG file  
File size: 489 KB



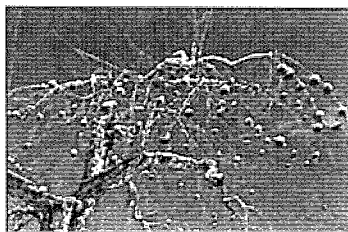
Orchard in winter  
High resolution JPG file  
File size: 1.26 MB



Apples in winter  
High resolution JPG file  
File size: 237 KB

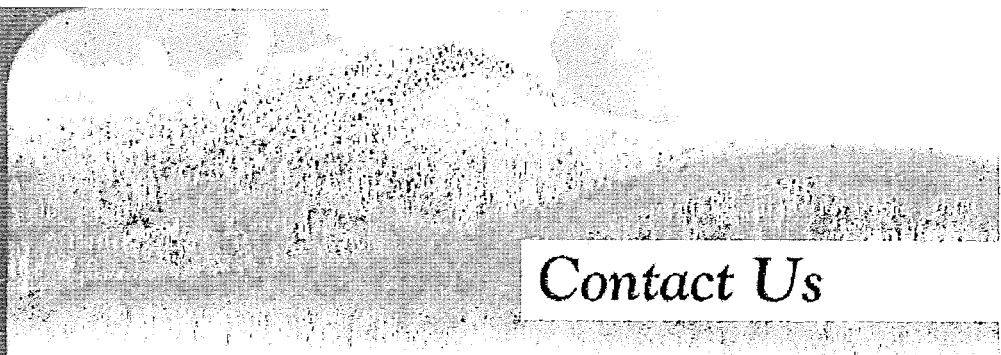


Apples in winter 2  
High resolution JPG file  
File size: 950 KB



Apples in winter 3  
High resolution JPG file  
File size: 1.66 MB





Our office is open Monday to Friday from 9 a.m. - 5 p.m. ET, with the exception of statutory holidays.  
For general inquiries please contact us at:

Email: [questions@domainepinnacle.com](mailto:questions@domainepinnacle.com)

Mail: Domaine Pinnacle Inc.  
150 Richford Road  
Frelighsburg, Quebec  
Canada J0J 1C0

Phone: (450) 263-5835

Fax: (450) 263-6540

If you would like to receive occasional information on Domaine Pinnacle products and events, please [click here](#) to subscribe to our newsletter.

ESTANCIA MONTEREY PINOT NOIR  
PINNACLES RANCHES

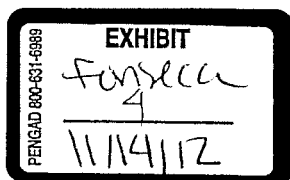
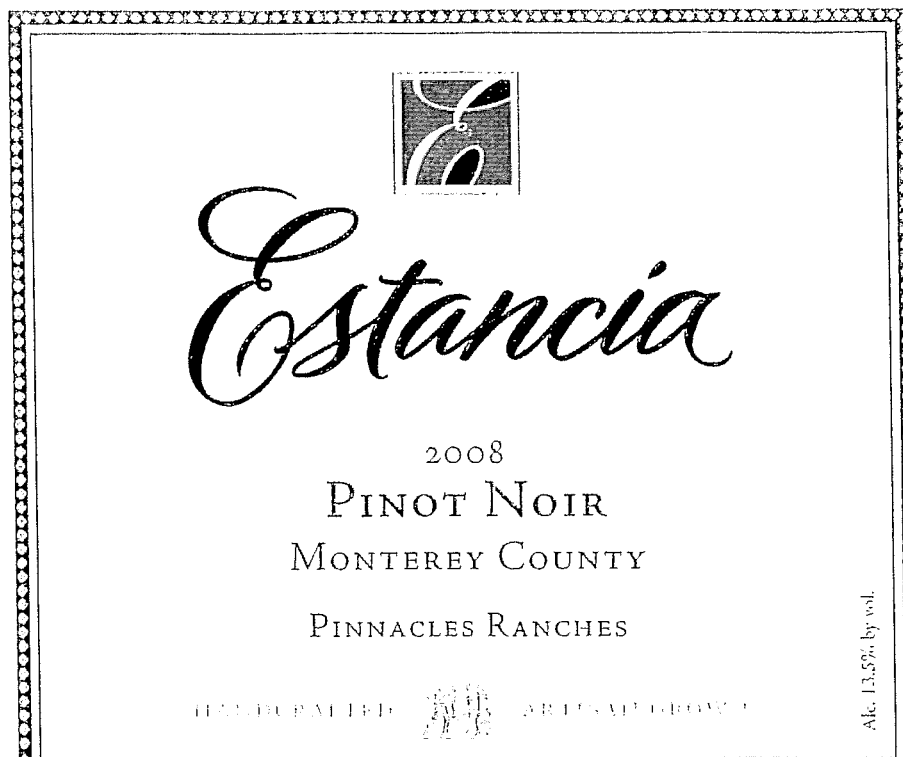
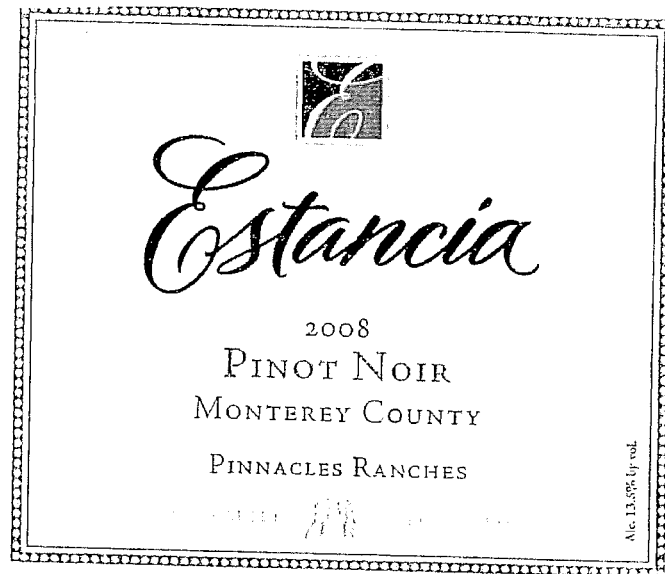
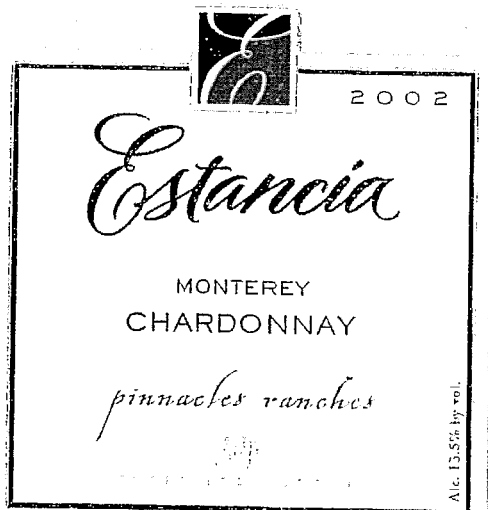


Our Pinnacles Ranches are near Monterey's Pacific coast where cool fog sweeps in each evening, giving way to warm, sunny days perfect for ripening world-class Pinot Noir. We employ artisan winemaking practices such as gentle pressing and small barrel aging to craft wines of exceptional character. Estancia Pinot Noir displays luscious berry flavors, spice and a rich, supple finish.

[www.estanciawinery.com](http://www.estanciawinery.com)

VINTED & BOTTLED BY ESTANCIA ESTATES  
SONOMA, CALIFORNIA - CONTAINS SULFITES - 3.0L

GOVERNMENT WARNING: (1) ACCORDING TO THE SURGEON GENERAL, WOMEN SHOULD NOT DRINK ALCOHOLIC BEVERAGES DURING PREGNANCY BECAUSE OF THE RISK OF BIRTH DEFECTS. (2) CONSUMPTION OF ALCOHOLIC BEVERAGES IMPAIRS YOUR ABILITY TO DRIVE A CAR OR OPERATE MACHINERY, AND MAY CAUSE HEALTH PROBLEMS.



ESTANCIA PINOT NOIR  
PINNACLES VINEYARD

Pinot Noir prospers in the cool, foggy mornings and vivid sunshine of Monterey's Salinas Valley. Estancia's Pinnacles Vineyard Pinot Noir enchants with rich fruity aromas and velvety tannins designed to pair with a variety of your favorite dishes.

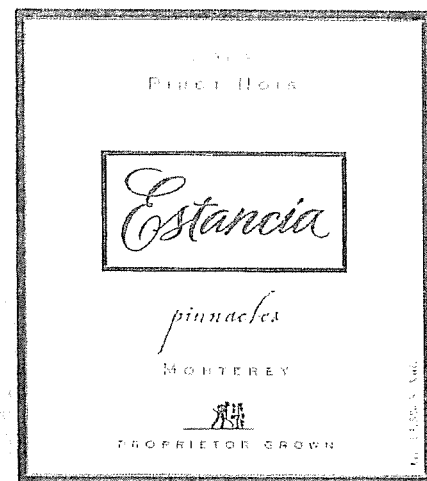
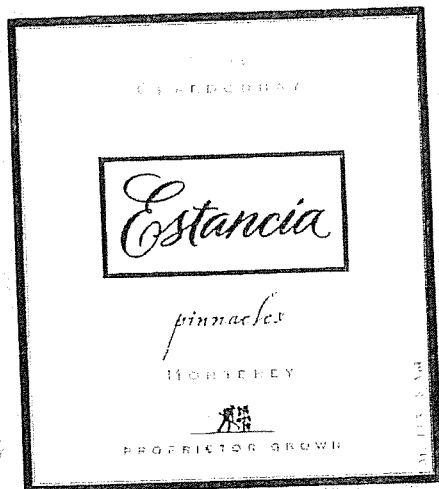
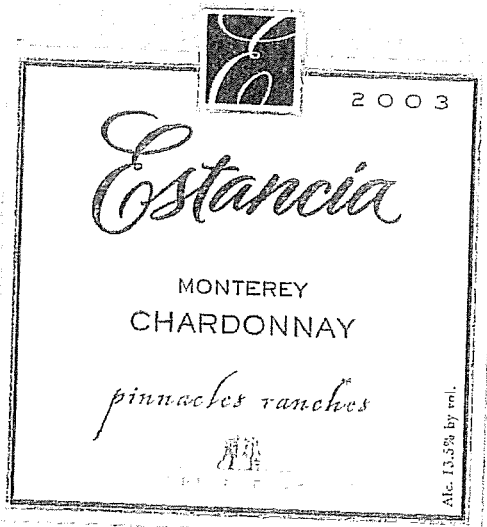
Uncork and unwind.

WWW.ESTANCIAWINERY.COM

PRODUCED & BOTTLED BY  
ESTANCIA ESTATES

SOLEDAD, CA USA - CONTAINS SULFITES - 750ml

GOVERNMENT WARNING: (1) ACCORDING TO THE SURGEON GENERAL, WOMEN SHOULD NOT DRINK ALCOHOLIC BEVERAGES DURING PREGNANCY BECAUSE OF THE RISK OF BIRTH DEFECTS. (2) CONSUMPTION OF ALCOHOLIC BEVERAGES IMPAIRS YOUR ABILITY TO DRIVE A CAR OR OPERATE MACHINERY, AND MAY CAUSE HEALTH PROBLEMS.



ESTANCIA  
SYRAH, GRENACHE, MOURVEDRE

Just 625 cases of this estate-grown vincenticated blend from Estancia's Pinnacles Vineyard in Monterey were produced. Expressive of the style of the legendary wines of France's Southern Rhone region, this Syrah, Grenache and Mourvedre blend captures the essence of Pinnacles Vineyard, with bright fruit, soft texture and haunting smoky notes.

Uncork & Unwind.

WWW.ESTANCIAWINERY.COM

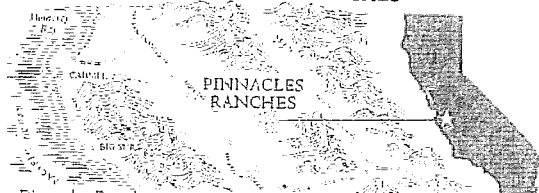
ESTATE GROWN & BOTTLED BY  
ESTANCIA ESTATES

SOLEDAD, CA USA - CONTAINS SULFITES - 750ml

GOVERNMENT WARNING: (1) ACCORDING TO THE SURGEON GENERAL, WOMEN SHOULD NOT DRINK ALCOHOLIC BEVERAGES DURING PREGNANCY BECAUSE OF THE RISK OF BIRTH DEFECTS. (2) CONSUMPTION OF ALCOHOLIC BEVERAGES IMPAIRS YOUR ABILITY TO DRIVE A CAR OR OPERATE MACHINERY, AND MAY CAUSE HEALTH PROBLEMS.



ESTANCIA MONTEREY PINOT NOIR  
PINNACLES RANCHES



Our Pinnacles Ranches are near Monterey's Pacific coast where cool fog sweeps in each evening, giving way to warm, sunny days perfect for ripening world-class Pinot Noir. We employ artisan winemaking practices such as gentle pressing and small barrel aging to craft wines of exceptional character. Estancia Pinot Noir displays luscious berry flavors, spice and a rich, supple finish.

[www.estanciawinery.com](http://www.estanciawinery.com)

VINTED & BOTTLED BY ESTANCIA ESTATES  
OAKVILLE, CALIFORNIA - CONTAINS SULFITES

GOVERNMENT WARNING: (1) ACCORDING TO THE SURGEON GENERAL, WOMEN SHOULD NOT DRINK ALCOHOLIC BEVERAGES DURING PREGNANCY BECAUSE OF THE RISK OF BIRTH DEFECTS. (2) CONSUMPTION OF ALCOHOLIC BEVERAGES IMPAIRS YOUR ABILITY TO DRIVE A CAR OR OPERATE MACHINERY, AND MAY CAUSE HEALTH PROBLEMS.



0 83085 30118 7



*Estancia*

MONTEREY

2005

63% SYRAH

25% GRENACHE

12% MOURVEDRE

*pinnacles vineyard*

Alc. 14.5% by vol.



*Estancia*

MONTEREY

2004

48% SYRAH

38% GRENACHE

14% MOURVEDRE

*pinnacles vineyard*

Alc. 14.5% by vol.

ESTANCIA PINOT NOIR  
PINNACLES VINEYARD

Pinot Noir prospers in the cool, foggy mornings and vivid sunshine of Monterey's

Salinas Valley. Estancia's Pinnacles

Vineyard Pinot Noir enchants with rich, fruity aromas and velvety tannins designed to pair with a variety of your favorite dishes.

Uncork and unwind.

[WWW.ESTANCIAWINERY.COM](http://WWW.ESTANCIAWINERY.COM)

PRODUCED & BOTTLED BY

ESTANCIA ESTATES

SOLEDAD, CA USA - CONTAINS SULFITES - 750ml

GOVERNMENT WARNING: (1) ACCORDING TO THE SURGEON GENERAL, WOMEN SHOULD NOT DRINK ALCOHOLIC BEVERAGES DURING PREGNANCY BECAUSE OF THE RISK OF BIRTH DEFECTS. (2) CONSUMPTION OF ALCOHOLIC BEVERAGES IMPAIRS YOUR ABILITY TO DRIVE A CAR OR OPERATE MACHINERY, AND MAY CAUSE HEALTH PROBLEMS.

*Estancia*  
PINNACLES®

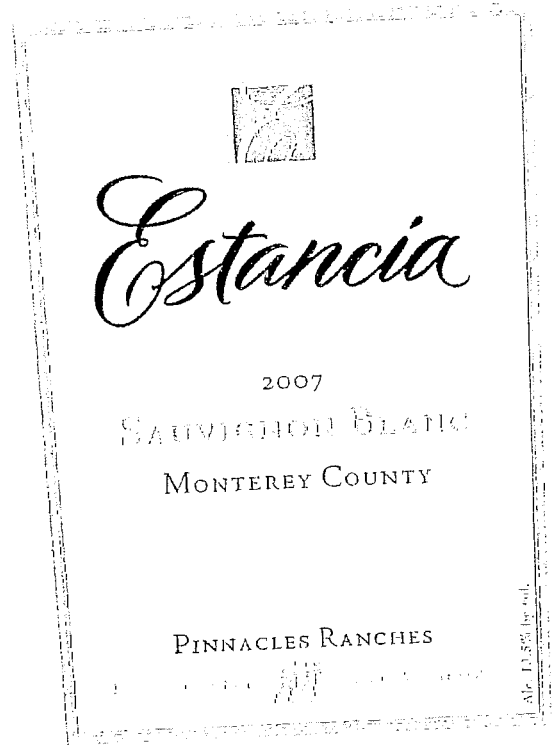
CHARDONNAY

MONTEREY



CHARDONNAY

*Monterey*



ES 02 PINNACLES  
PINOT NOIR



ESTANCIA® PINOT NOIR

At Estancia, Pinot Noir is our passion.  
Our boutique winemaking approach and  
proprietor-grown grapes express Pinot Noir's  
opulent cherry and raspberry flavors and its  
luxurious, silky mouth feel. Estancia wines  
are made slowly to be enjoyed that way—so  
relax and savor a glass.

PROPRIETOR GROWN & BOTTLED BY  
ESTANCIA ESTATES  
GONZALES, CA USA • CONTAINS SULFITES

GOVERNMENT WARNING: (1) ACCORDING TO THE  
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HEALTH PROBLEMS.



ES 99 Pinnacle  
Chardonnay



ESTANCIA<sup>®</sup> CHARDONNAY

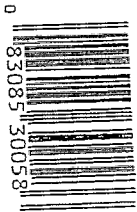


0 83085 30058 6

ES 99 Pinnacle  
Chardonnay



ESTANCIA CHARDONNAY

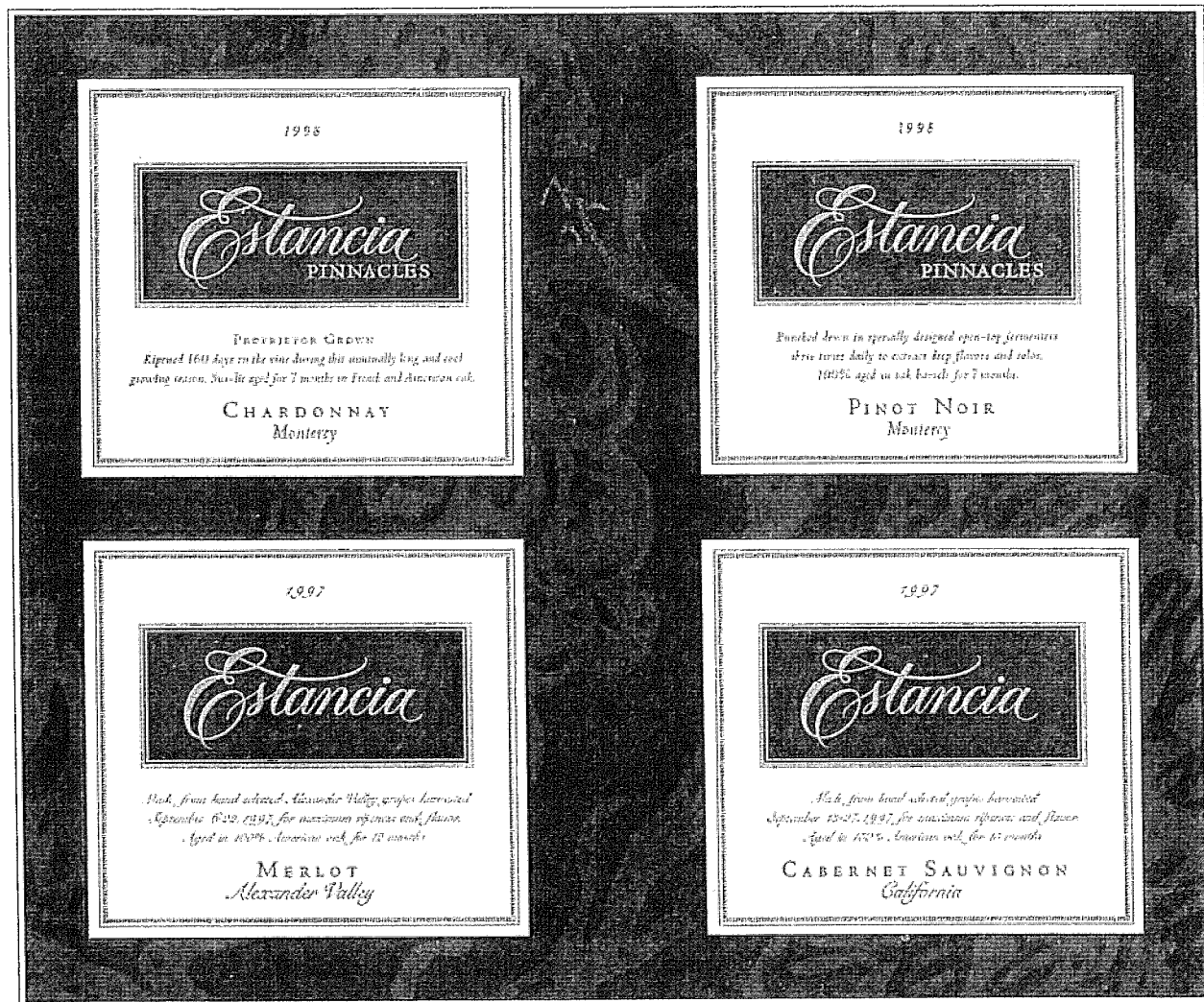


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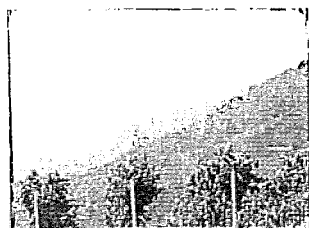


# Estancia

## INTRODUCING A NEW LOOK FOR 1999



## AN ELEGANT EXPRESSION OF HAND-CRAFTED QUALITY



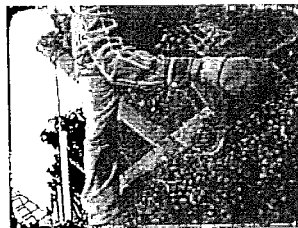
### The Vineyards

The Pinnales Vineyard, Monterey. Home to Estancia's award-winning Chardonnay and Pinot Noir.



### The People

Howard Tigel, our Vineyard Master of 20 years, is an internationally recognized leader in vineyard management.



### The Quality

Each grape is hand selected to assure the highest quality wine (and continued "Best buys" year after year).



### The Grapes

From our hands to yours...

*Estancia*  
PINNACLES

GEWÜRZTRAMINER  
Monterey

1000

*Estancia*  
PINNACLES

PINOT NOIR  
*Monterey*

[illegible]

2002

Estancia

MONTEREY  
CHARDONNAY

pinnacles ranches

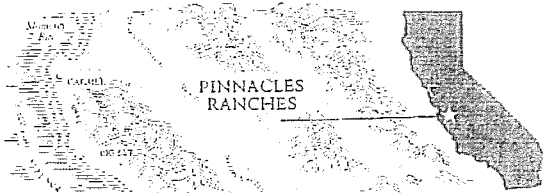
Alc. 135m for use

GOVERNMENT WARNING: (1) ACCORDING TO THE SURGEON GENERAL, WOMEN SHOULD NOT DRINK ALCOHOLIC BEVERAGES DURING PREGNANCY BECAUSE OF THE RISK OF BIRTH EFFECTS. (2) CONSUMPTION OF ALCOHOLIC BEVERAGES IMPAIRS YOUR ABILITY TO DRIVE A CAR OR OPERATE MACHINERY, AND MAY CAUSE HEALTH PROBLEMS.



*Estancia*  
PINNACLES

ESTANCIA MONTEREY COUNTY SAUVIGNON BLANC  
PINNACLES RANCHES

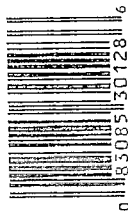


Our Pinnacles Ranches are near Monterey's Pacific coast where cool fog sweeps in each evening giving way to warm, sunny days perfect for ripening world-class Sauvignon Blanc. We employ artisan winemaking practices such as native yeast fermentation and gentle pressing to craft wines of exceptional character. Estancia Sauvignon Blanc displays bright honeydew melon, pear, and crisp citrus flavors that make this wine an excellent match for seafood and spicy dishes, or to savor on its own.

Learn more about Estancia Winery at:  
[www.estanciawinery.com](http://www.estanciawinery.com)

VINTED & BOTTLED BY ESTANCIA  
ESTATES, SONOMA, CALIFORNIA  
CONTAINS SULFITES - 750ML

GOVERNMENT WARNING: (1) ACCORDING TO THE  
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DRIVE A CAR OR OPERATE MACHINERY, AND MAY  
CAUSE HEALTH PROBLEMS.



0 183085 30128 6

1998



PROPRIETOR GROWN

*Ripened 160 days on the vine during this unusually long and cool  
growing season. Sur-lie aged for 7 months in French and American oak.*

CHARDONNAY  
Monterey

0 183085 30128 6

*Estancia*

2006

PINOT NOIR  
MONTEREY COUNTY  
PINNACLES RANCHES

Alc. 13.5% by vol.

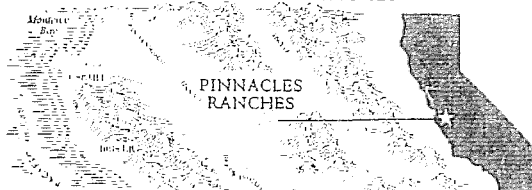
2006



PINOT GRIS

*Monterey*

ESTANCIA MONTEREY PINOT NOIR  
PINNACLES RANCHES



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[www.estanciawinery.com](http://www.estanciawinery.com)

VINTED & BOTTLED BY ESTANCIA ESTATES  
SONOMA, CALIFORNIA - CONTAINS SULFITES

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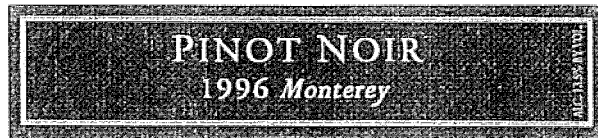


12

*Estancia*  
PINNACLES

CHARDONNAY  
1996 Monterey County

CHARDONNAY







1992

*Pinnacles*

MONTEREY CHARDONNAY

---

ALCOHOL 13.2% BY VOLUME

1991

*Pinnacles*

PINNACLES VINEYARD PINOT NOIR MONTEREY

ALC. 13.5% BY VOL

1991

*Pinnacles*

PINNACLES VINEYARD PINOT NOIR MONTEREY

ALC. 13.5% BY VOL

1991

*Pinnacles*

PINNACLES VINEYARD PINOT NOIR MONTEREY

ALC. 13.5% BY VOL